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Application Number

10/618,154

Filing Date

July 11, 2003

First Named Inventor

M. Scott Reichardt

Art Unit

2614

Examiner Name

Attorney Docket Number

UV-174 Cont. 2

ENCLOSURES (Check all that apply)

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Firm Name

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Brian E. Mack

Date

January 12, 2007

Reg. No.

57,189

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January 12, 2007

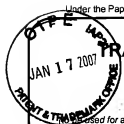
This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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First Named Inventor M. Scott Reichardt

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Firm Name FISH & NEAVE IP GROUP OF ROPES & GRAY

Signature

Printed name Brian E. Mack

Date January 12, 2007

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ROSE MARIE DHANRAJ

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Date January 12, 2007

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : M. Scott Reichardt et al.
Application No. : 10/618,154 Confirmation No. 4144
Filed : July 11, 2003
For : SYSTEMS AND METHODS FOR COORDINATING
INTERACTIVE AND PASSIVE ADVERTISING
AND MERCHANDISING OPPORTUNITIES
Group Art Unit : 2614

New York, New York 10020
January 12, 2007

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97, applicants
hereby make the following references of record in the above-
identified patent application:

U.S. Patent Documents

5,583,560	Florin et al.	12-10-1996
5,585,866	Miller et al.	12-17-1996
5,812,123	Rowe et al.	09-22-1998
6,034,677	Noguchi et al.	03-07-2000
6,617,931	Alexander et al.	01-23-2001
6,518,986	Mugura, Kazuto	02-11-2003
6,600,503	Stautner et al.	07-29-2003
6,732,369	Schein et al.	05-04-2004
6,928,652	Goldman, Phillip Y.	08-09-2005
7,058,635	Shah-Nazaroff et al.	06-06-2006

/Hoang Vu Nguyen Ba/

03/12/2008

The aforementioned references are listed on the accompanying Form PTO/SB/08A (submitted in duplicate). Pursuant to 37 C.F.R. § 1.98(a)(2)(ii), copies of the above "U.S. Patent Documents" are not provided.


Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

It is respectfully requested that these documents be (1) fully considered by the United States Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application. Applicants request that a copy of Form PTO/SB/08A, as considered and initialed by the Examiner, be returned with the next communication.

This Statement is being submitted before the mailing of a First Office Action on the merits. Accordingly, applicants believe that no fee is due. If, however, a fee is due, the Director is hereby authorized to charge any such fee to Deposit Account No. 06-1075 (Order No. 003597-0174).

Consideration of the foregoing in relation to this
patent application is respectfully requested.

Respectfully submitted,



Brian E. Mack
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Agent for Applicants
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ROPES & GRAY LLP
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 1

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Application Number	10/618,154
Filing Date	July 11, 2003
First Named Inventor	M. Scott Reichardt
Art Unit	2614
Examiner Name	
Attorney Docket Number	UV-174 Cont. 2

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
		5,583,560	12-10-1996	Florin et al.	
		5,585,866	12-17-1996	Miller et al.	
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		7,058,635	06-06-2006	Shah-Nazaroff et al.	

Examiner Signature	/Hoang Vu Nguyen Ba/	Date Considered	03/12/2008
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. *Applicant's unique citation designation number (optional). *See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. *Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). *For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. *Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. *Applicant is to place a check mark here if English language translation is attached.

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